

Menthol Counts and Profile by Brand

	Newport FF, Reg 1		Newport Lights, Reg 1		Newport 100's, Lights, Reg 1		Salem 100's, Lights, Reg 1	
	Count	% Knwn	Count	% Knwn	Count	% Knwn	Count	% Knwn
<u>Gender</u>								
Female	89,600	56.2%	38,402	62.0%	13,098	72.1%	37,780	75.7%
Male	69,774	43.8%	23,539	38.0%	5,057	27.9%	12,116	24.3%
Unknown	3,822		1,871		696		1,274	
	163,196	100.0%	63,812	100.0%	18,851	100.0%	51,170	100.0%
<u>Age</u>								
21-24	9,159	5.7%	2,991	4.8%	702	3.9%	396	0.8%
25-29	30,112	18.8%	10,391	16.8%	2,563	14.3%	3,072	6.2%
30-34	44,068	27.5%	16,053	26.0%	4,713	26.2%	6,343	12.9%
35-44	52,380	32.7%	19,485	31.6%	5,199	28.9%	13,275	27.0%
45-54	15,407	9.6%	7,255	11.8%	2,469	13.7%	11,032	22.4%
55-64	5,305	3.3%	2,921	4.7%	1,229	6.8%	6,899	14.0%
65+	3,927	2.4%	2,619	4.2%	1,105	6.1%	8,171	16.6%
Unknown	2,838		2,097		871		1,982	
	163,196	100.0%	63,812	100.0%	18,851	100.0%	51,170	100.0%
<u>Tar Level</u>								
Full Flavor	163,196	100.0%						
Light/Low Tar			63,812	100.0%	18,851	100.0%	51,170	100.0%
Medium								
Ultra Lt. / Low ta								
Lowest								
Xtra Light/Low								
Unknown								
	163,196	100.0%	63,812	100.0%	18,851	100.0%	51,170	100.0%
<u>Length</u>								
Kings	104,518	68.9%	39,587	67.7%				
100's	47,103	31.1%	18,851	32.3%	18,851	100.0%	51,170	100.0%
< 85's								
120's								
Unknown	11,575		5,374					
Total	163,196	100.0%	63,812	100.0%	18,851	100.0%	51,170	100.0%
<u>Brand</u>								
Newport	163,196	100.0%	63,812	100.0%	18,851	100.0%		
Salem							51,170	100.0%
Unknown								
	163,196	100.0%	63,812	100.0%	18,851	100.0%	51,170	100.0%

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